



State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

June 15, 2005

TO: INTERESTED PARTIES

SUBJECT: NOTICE OF INTENT TO AWARD A CONTRACT IN RESPONSE
TO REQUEST FOR PROPOSAL (RFP) 05-45204, CALIFORNIA
TOBACCO CONTROL ADVERTISING CAMPAIGN

After completing the review of all proposals submitted in response to RFP 05-45204, the Department of Health Services (DHS) has selected and hereby intends to award a contract to the following proposer:

Ground Zero Advertising
4235 Redwood Avenue
Los Angeles, CA 90066

This Notice of Intent to Award is posted in DHS' Contract Management Office, 1501 Capitol Avenue, Suite 71.2101, Sacramento, California 95814, for five (5) working days, from June 15, 2005 through June 22, 2005.

In accordance with the provisions of RFP 05-45204, appeals regarding the review and selection for the award of the contract shall follow the procedure stated in Section VI, "Contract Award," beginning on page 28 of the RFP. Appeals must be received in writing, no later than 5:00 p.m. on June 22, 2005.

DHS appreciates the efforts of all proposers. Thank you for your participation and interest in California's statewide anti-tobacco advertising campaign.